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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising:

receiving, at a connection provider computer system from a seller's computer system, information describing one or more items for sale by the seller;

developing, using the connection provider computer system and based on the information describing the one or more items for sale by the seller, a pricing and listing strategy for selling the one or more items on one or more online sales channels selected, from among multiple potential online sales channels, as being appropriate for selling the one or more items;

facilitating, using the connection provider computer system, a sale of the one or more items through the one or more selected online sales channels based on the pricing and listing strategy;

determining, using the connection provider computer system, parameters related to preparation activities needed to ready the one or more items for fulfillment of a sale and storage and handling requirements indicating characteristics that a fulfillment center needs to possess in order to properly store and handle the one or more items, the determined parameters being different than the information describing the one or more items for sale by the seller and being determined without the seller providing parameter information for the one or more items being sold;

using the connection provider computer system to select, from among multiple potential fulfillment centers based on the determined parameters related to preparation activities and storage and handling requirements information describing the one or more items for sale by the seller, one or more fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items; and